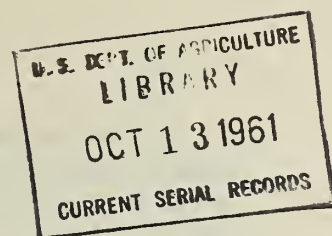


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CONSUMER PURCHASES OF

SELECTED FRUITS AND JUICES

January-March 1960

**By Regions
and Retail Outlets**

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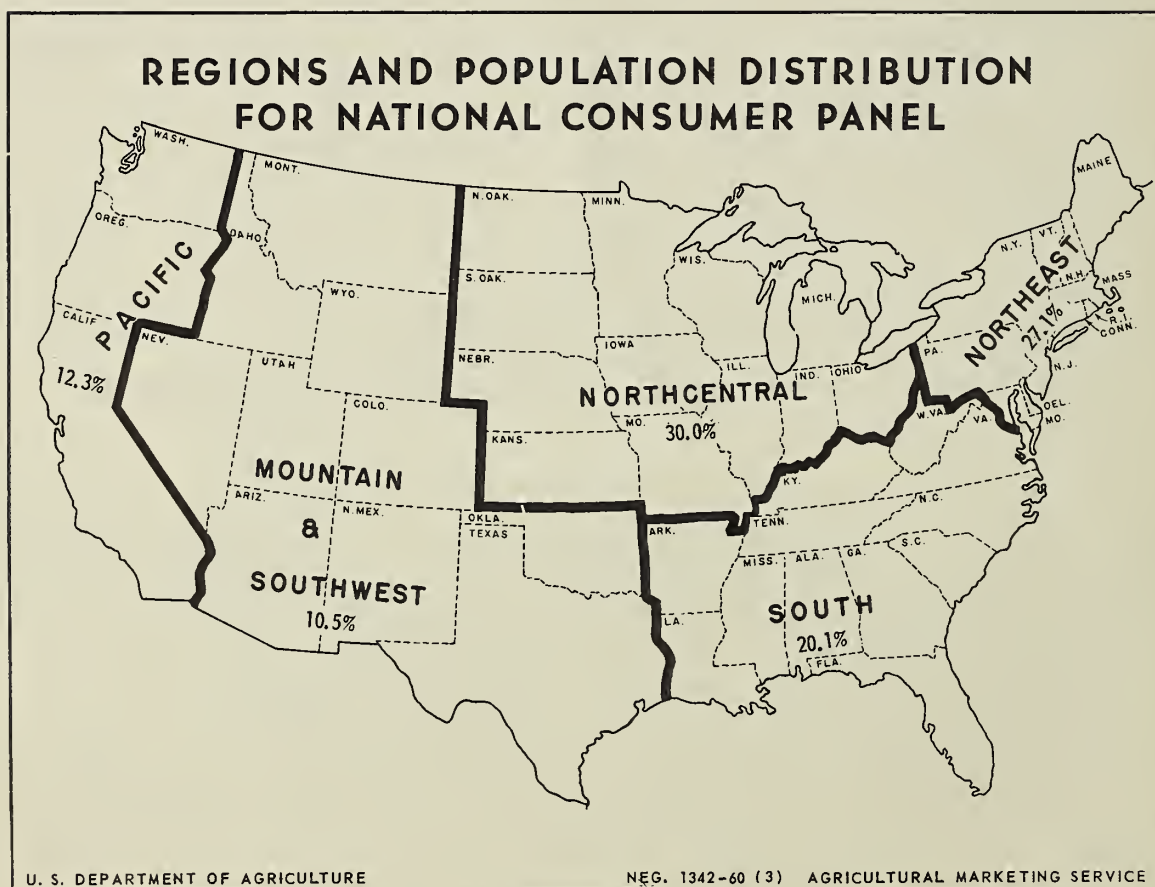
U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This series of reports, begun in October-December 1949, summarizes data on consumer purchases of frozen concentrated juices, selected fresh citrus fruits, canned juices, and canned fruit drinks. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on purchases by geographic region and type of retail outlet.

The information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data are estimates projected from a nationwide consumer panel of approximately 6,000 families.

The reports are based on data collected by the Market Research Corporation of America primarily for the Florida Citrus Commission. Some financial help is provided by the California Prune Advisory Board. Prior to the 1959-60 season, the Department of Agriculture cooperated with fruit industry groups by paying part of the contractual costs. The Department is continuing to analyze the data and to publish reports as it has in the past.



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July 1960

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, JANUARY-MARCH 1960

By Clive E. Johnson
Market Development Research Division
Agricultural Marketing Service

The data in this report represent estimated purchases of specified fruits and juices by household consumers in the 48 contiguous States. They do not include purchases by restaurants, hospitals, hotels, or other institutional outlets.

SUMMARY

Household consumers bought pineapple-grapefruit drink in record quantity in January-March 1960, and purchases of frozen concentrated orange juice were the highest yet reported for the quarter. Purchases of canned orange juice were up substantially from the relatively low level of the same quarter of a year earlier, and moderate gains were reported for fresh oranges, fresh grapefruit, and prune juice. Chilled orange juice, canned grapefruit juice, canned orange drink, and the miscellaneous frozen concentrated juices were bought in about the same quantity as in January-March 1959. On the other hand, pineapple juice, tomato juice, miscellaneous canned juices, and canned grapefruit sections were bought in moderately smaller volume, and purchases of fresh tangerines were off sharply.

Prices paid for oranges, grapefruit, tangerines, and prune juice were higher than in the first quarter of 1959. In contrast, lower prices were reported for most processed products.

FROZEN AND CHILLED JUICES

PER CAPITA
PURCHASES OF
FROZEN ORANGE
CONCENTRATE
ABOVE 1955-57
AVERAGE

Household consumers bought 18.2 million gallons of frozen concentrated orange juice in January-March 1960--more than in any previous first quarter and almost as much as the record volume of April-June 1957. Retail prices averaged 18.1 cents per 6-ounce can, 4 cents more than the April-June 1957 price, but 2 to 7 cents below levels prevailing since the beginning of 1958. Citrus crops were severely damaged by adverse weather in the 1957-58 season, and production of frozen orange concentrate dropped substantially. Retail sales remained relatively low in 1958-59, despite peak production of the product. Promotional programs in the latter part of 1959 were associated with the increase in movement, and monthly sales since the beginning of 1960 have surpassed previous highs.

First quarter 1960 purchases of frozen orange concentrate were up 28 percent from the same quarter of 1959 and 9 percent from the 1955-57 first-quarter average. The gain resulted from an increase in the number of families

buying, as well as an increase in the average size of purchase. ^{1/} Regional gains over a year earlier ranged from 20 percent in the heavy-buying Northeast to 47 percent in the light-buying South.

Per capita purchases rose to a national average of 13.6 ounces in the first quarter, compared with 10.8 a year earlier and the first-quarter average of 13.2 ounces. On a regional basis, purchases amounted to 8 or 9 ounces per person in the South and Mountain-Southwestern States, 13 or 14 ounces in the Pacific and North Central areas, and 20 ounces in the Northeast. Higher than first-quarter average per person purchases were made in the North Central, Southern, and Mountain-Southwestern States, but in the Northeastern and Pacific Coast States, purchase rates failed to reach levels of earlier years.

The per capita purchase of frozen concentrated orange juice in terms of equivalent single-strength juice amounted to 54 ounces per person, about the same as the combined purchase of all canned single-strength juices.

Retail sales were up 30 percent or more from a year earlier in independent and regional chain food outlets, compared with a gain of 22 percent in national chainstores. Practically all chainstores and 73 percent of independent outlets stocked frozen orange concentrate in both February 1959 and 1960. ^{2/} (See table 2, page 19, figure 1, page 12).

MISCELLANEOUS
CONCENTRATES
STEADY

About 2.1 million gallons of miscellaneous frozen concentrated juices were bought for home consumption in the first quarter of 1960, the same quantity as a year earlier.

The picture was mixed regionally, with good gains reported in the North Central and Southern areas and losses in other areas. Similarly, increased sales in regional chainstores were offset by reduced movement in national chain outlets. Purchases amounted to a little less than 2 ounces per person for the quarter, with buying well above this amount in the Northeast and North Central regions, and well below in the South. Retail prices at 18.7 cents per 6-ounce can were down 1 cent from a year earlier. At this price, the miscellaneous concentrates were more expensive than frozen orange concentrate for the first time in about 2 years (See table, page 19).

CHILLED ORANGE
JUICE UP
SLIGHTLY

Household consumption of chilled orange juice totaled about 6.8 million gallons for a slight increase over January-March 1959. Most of the gain was associated with heavier sales in independent grocery stores. These outlets accounted for 29 percent of total sales, a moderately

larger share than a year earlier. "Other outlets," such as dairies, delicatessens, fruit stores and the like, continued to be the most important source of supply for consumers, accounting for 48 percent of total retail movement. About 50 percent of all food outlets stocked chilled orange juice in February 1960 compared with 43 percent in the preceding February. Retail prices

^{1/} See companion series by months for proportion of families buying and size of purchase.

^{2/} See related report, "Availability of Selected Fruits and Juices in Retail Food Stores," February 1960.

averaged 39.1 cents per quart, 2 cents less than in the first quarter of 1959. Prices charged by "other outlets" were 2 to 10 cents higher than independent or chainstore prices, a considerably wider spread than a year earlier (See table, page 20).

CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE PRICES DOWN, PURCHASES UP A THIRD

Retail prices of canned orange juice dropped sharply from preceding months and a year earlier and sales rose substantially over levels that prevailed since mid-1958. The 3.3 million cases bought were within 9 percent of the average first quarter (1955-57). ^{3/} Retail movement jumped 46 to 58 percent in the North Central, Pacific, and Southern States, and a moderately large increase occurred in the Mountain-Southwestern region. But purchases in the Northeast failed to reach the year-earlier mark. All types of retail outlets enjoyed a heavy surge in sales. About 93 percent of the Nation's grocery stores stocked canned orange juice during the past 5 years.

Nearly 40 percent of the market was found in the South, a larger share than ever before. Purchases averaged 13 ounces per person in that region, for a moderate gain over the first-quarter average. In other regions, however, per capita buying at 4 to 7 ounces was well below average.

A 46-ounce can of orange juice cost 36.8 cents in the first quarter of 1960, 5 cents less than a year earlier and 9 cents less than the peak price of July-September 1959. Production of canned orange juice increased over the low 1958-59 volume, but failed to reach the levels of earlier years (See table, page 20).

GRAPEFRUIT JUICE UNCHANGED

Purchases of canned grapefruit juice at 2 million cases in January-March 1960 were nearly the same as a year earlier--almost the lowest reported in the 11 years these data have been collected. Total production for the season was somewhat below the 2 preceding years. Good gains in purchases were made in the Southern and Mountain-Southwestern States, but in other regions purchases were off as much as 12 percent. Movement in retail outlets was also mixed, with greater sales reported for independent and regional chains as against a 15-percent decline in national chains. About 90 percent of grocery stores stocked the product, a slightly larger proportion than in the preceding 5 years.

Per capita purchases amounted to about 4 ounces in the Pacific Coast States, and to a little more than 5 ounces in other regions. The per person rate was 39 percent below the 1955-57 average, with the greatest losses occurring in the Mountain-Southwestern and Pacific Coast States. Retail prices averaged 32.1 cents per 46-ounce can, 1.7 cents less than a year earlier (See table, page 21).

^{3/} Canned single-strength juices and fruit drinks are reported in equivalent cases of 24 No. 2 cans...432 ounces per case.

PINEAPPLE JUICE Consumers bought 3.2 million cases of pineapple juice in
DOWN EXCEPT IN the first quarter of 1960, moderately less than a year
NORTHEAST earlier. A 5-percent gain was made in the heavy-buying
 Northeast, but movement was down 3 to 17 percent in
 other regions. Purchases averaged 8 ounces per person,
the same as for canned orange juice. Highest per capita rates were found in
the Northeast and Pacific Coast States, regions where per capita buying of
canned orange juice was lowest. Retail sales held steady in regional chains,
but moderate declines were reported for independent and national chain out-
lets. About 31.4 cents was paid for the average 46-ounce can of pineapple
juice, 0.6 cent less than a year earlier (See table, page 21).

PRUNE JUICE UP About 2 million cases or 5 percent more prune juice was
MODERATELY bought in January-March 1960 than a year earlier. Greater
 purchases were made in all regions except the Mountain-
 Southwest, where movement was a little slower. Per
capita purchases averaged 5 ounces for the quarter, reflecting a rate of 9
ounces per person in the Northeast, and 3 to 5 ounces elsewhere. The per
capita purchase was higher than the 1955-57 first-quarter average in the
Southern, Mountain-Southwestern, and Pacific Coast States; however, less
than average purchases were made in the Northeast and North Central regions.

The increase in volume over January-March 1959 was associated with an
upturn in sales in national and regional chainstores. About 86 percent of
all grocery stores stocked the juice in February compared with 83 percent
in February 1959, reflecting greater display by independent outlets.

Prune juice retailed at an average of 43.4 cents per quart, 1 cent
more than a year earlier. Prices in the Northeast were 5 to 7 cents below
other regions. Production of prunes increased substantially over the small
crop of the preceding season; nevertheless, the crop was smaller than in
earlier years (See table, page 22).

TOMATO JUICE Retail sales of tomato juice at 6.1 million cases were
DOWN 3 PERCENT down a little from the heavy volume of a year earlier.
 Purchases dropped 15 percent in the South in contrast
 to the substantial gains made by canned orange and canned
grapefruit juices in that area. On the other hand, an 8-percent increase
occurred in the Mountain-Southwestern region, where per capita purchases re-
mained well above the first-quarter average. About 15.3 ounces were bought
per person nationally, ranging from a low of 8 ounces in the South to a high
of 21 in the Pacific States. About 27.5 cents was paid per 46-ounce can,
almost the same as in January-March 1959 (See table, page 22).

MISCELLANEOUS Retail sales of miscellaneous canned juices dropped 7
JUICES DECLINE percent from January-March 1959 to 4.7 million cases.
MODERATELY A 13-percent reduction in the heavy-buying Northeast
 accounted for most of the decline. Per person buying
 amounted to about 6 ounces in the South and ranged up

to 19 ounces in the Pacific area for a national average of 12 ounces per person. The drop in volume was associated with a decline in sales in independent and national chainstores. Prices paid for these products averaged 37.2 cents per 46-ounce can. Except for prune juice, this was 1 to 10 cents more than paid for the individually reported single-strength juices or drinks (See table, page 23).

TOTAL SINGLE-
STRENGTH JUICES
ABOUT THE SAME

Purchases of all canned single-strength juices totaled about 21.3 million cases in the first quarter of 1960, nearly the same as a year earlier. Sales moved upward in the Southern, Mountain-Southwestern, and North Central areas, but downward in other regions. Per capita purchases averaged 1.2 46-ounce cans, with regional quantities varying from 0.9 can in the North Central and Southern States to 1.4 cans in the Northeast and Pacific Coastal States (See table, page 23).

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK
STEADY

January-March purchases of canned orange drink totaled 1.4 million cases, almost the same as in the first quarter of each of the 3 preceding years. Buying in the South was down sharply from the unusually heavy volume of a year earlier, co-incident with the substantial increase made by canned orange and grapefruit juices. In other areas, however, purchases increased as much as 27 percent. The average per capita purchase was 3.5 ounces, with buying at 5.6 ounces in the North Central States well above other areas. Heavy gains in sales were experienced by independent and regional chainstores. Movement in national chain outlets, however, was far below a year earlier, and their share of market fell to the lowest point reported for any quarter. Retail prices at 30.9 cents per 46-ounce can were almost the same as in the first quarter of 1959 (See table, page 24).

PINEAPPLE-
GRAPEFRUIT
DRINK RISES
TO NEW HIGH

Pineapple-grapefruit drink continued to gain wider acceptance among consumers, and January-March purchases rose to a new high of 3.9 million cases. This was 13 percent more than bought in the same quarter a year earlier and close to 4 times the 1957 first-quarter volume. Purchases were up in all regions, with gains as high as 31 percent in the Pacific Coastal area. Per capita purchases averaged about 10 ounces, with regional buying varying from a low of 4 ounces in the South to a high of 14 ounces in the Pacific States.

The product secured greater distribution in all types of food stores, and substantially heavier sales were made by independent and national chain outlets. Retail prices dropped about 2 cents from the last part of 1959 to average 28.9 cents per 46-ounce can for the quarter, the lowest since 1957 (See table, page 24).

REGIONAL
PURCHASES OF
MISCELLANEOUS
FRUIT DRINKS
REPORTED

About 4.3 million cases of miscellaneous fruit drinks were bought for home consumption during January-March 1960, the first quarter that regional and retail outlet data were secured. About 52 percent of total purchases were made in the Northeast, 25 percent in the North Central States, 11 percent in the South, and the balance was equally divided between the Mountain-Southwest and Pacific Coast States. About 40 percent of all retail sales were made by regional chain-stores. Purchases amounted to about 20 ounces per person in the Northeast, 2 to 4 times the rate in other regions. A 46-ounce can of miscellaneous fruit drinks cost 35.4 cents on the average, 2 cents less than miscellaneous canned single-strength juices (See table, page 25).

FRESH AND CANNED FRUIT

ORANGES UP
3 PERCENT

About 8.6 million boxes of oranges were bought at retail in the first quarter of 1960, for a moderate gain over a year earlier. Indicated production of oranges in the 1959-60 season is a little below the preceding season. California crops are estimated 21 percent smaller, but larger crops are indicated for Florida and other producing areas.

Purchases of oranges in the Northeast and North Central regions, the major consuming areas, held the same as a year earlier. Gains of 16 percent over low January-March 1959 levels were recorded in Southern and Mountain-Southwestern States, but sales were down about 12 percent in the Pacific region. Purchases averaged 10.5 oranges per person nationally, reflecting consumption of 8 oranges per person in the South and Mountain-Southwest, 11 in the North Central and Pacific States, and 13 in the Northeast.

Sales increased 6 to 8 percent over a year earlier in independent and regional chain groceries, but a 7-percent drop was observed in national chains. Florida oranges were found in 53 percent of all food stores in February, compared with 49 percent in the same month of 1959. The greater availability reflected a larger proportion of independent, but a smaller proportion of national chainstores handling the fruit.

Oranges were retailed at an average of 49.3 cents per dozen, 2.3 cents more than a year earlier. Except for January-March 1958, this was the highest first quarter price recorded in this series. Prices were up from 2 to 7 cents in the Northeast, North Central, and Pacific Coast States, but lower prices were found in the South and Mountain-Southwest (See table, page 26).

TANGERINES
DOWN SHARPLY

About 521,000 boxes of tangerines were bought for household use in January-March 1960 compared with 800,000 a year earlier. Except for the freeze year of 1957-58 the 1959-60 tangerine crop was the smallest for many years. Some increase in purchases was reported for the Mountain-Southwestern area, but moderate to heavy declines were found in other regions. A 51-percent drop occurred in the Northeast and that area accounted for only 37 percent

of the total quantity compared with a 50 percent share in the 2 preceding years. Retail prices averaged 46.4 cents per dozen, 9 cents more than a year earlier and the same as in the first quarter of 1958 (See table, page 26).

GRAPEFRUIT About 7.6 million boxes of fresh grapefruit were purchased
UP 5 PERCENT for consumption in the home in the first quarter of 1960,
 the largest first-quarter volume for several years. Indicated California-Arizona and Texas grapefruit crops were larger than a year earlier, but production in Florida (73 percent of total) was down 13 percent, resulting in a moderate decline in total production. Utilization of the crop for fresh use was about the same as a year earlier and, consequently, considerably fewer grapefruit were available for processing.

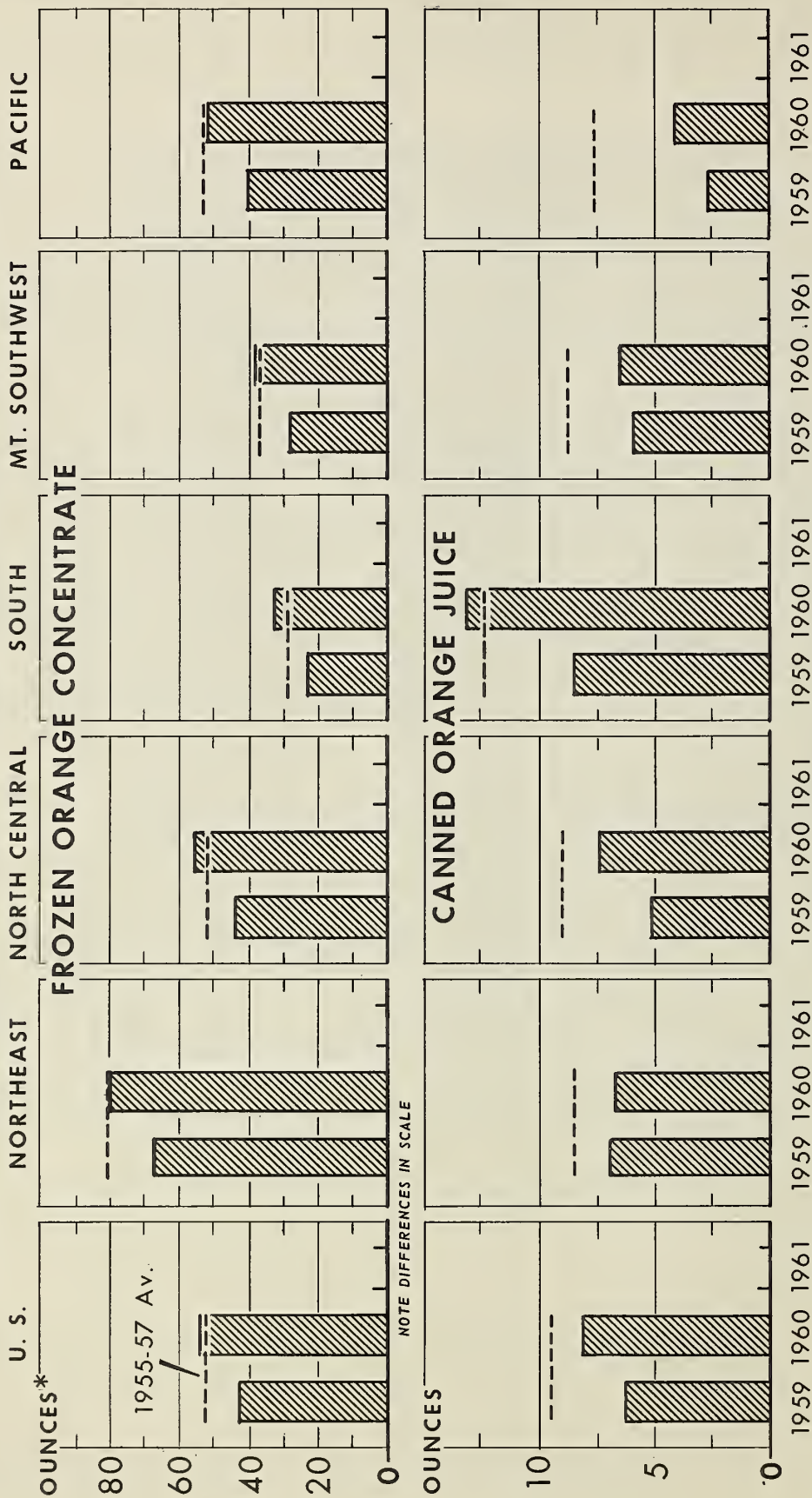
Purchases held at year-earlier levels in the heavy-buying Northeastern and North Central regions. Moderately large gains, however, were reported for Southern and Pacific Coast States, and a substantial gain occurred in the Mountain-Southwestern area. Sales were up in independent and regional chainstores in contrast to a decline in national chains. The per capita purchase was 3.2 grapefruit, compared with the 1955-57 first-quarter average of 3.6. Retail prices averaged 84.4 cents per dozen, 1.1 cents higher than in January-March 1959. Prices increased 4 or 5 cents per dozen in the North Central and Southern States and a 10-cent rise was reported in the Northeast. In contrast, prices were down 10 cents in the Mountain-Southwestern and Pacific Coast States (See table, page 27).

GRAPEFRUIT About 707,000 cases of canned grapefruit sections were
SECTIONS OFF bought for home consumption in January-March 1960. ^{4/}
3 PERCENT This represented a little drop from a year earlier, and
 was by a slight margin the smallest volume of purchases
 in the 4 years these data have been collected. Buying
was heavier in the Northeastern, Mountain-Southwestern, and Pacific regions, but these gains were more than offset by reduced sales elsewhere. In like manner, higher sales in national chainstores were counterbalanced by reduced movement in other outlets. Purchases amounted to about 2 ounces on a per capita basis, with buying in the Southern and Mountain-Southwestern States far below other regions. The 20.3 cents paid per No. 303 can was slightly below prices that prevailed during the preceding year (See table, page 27).

^{4/} Equivalent cases of 24 No. 2 cans...480 ounces per case.

ORANGE JUICES

Household Purchases Per Person by Region, January-March Quarter



*EQUIVALENT OUNCES SINGLE-STRENGTH JUICE

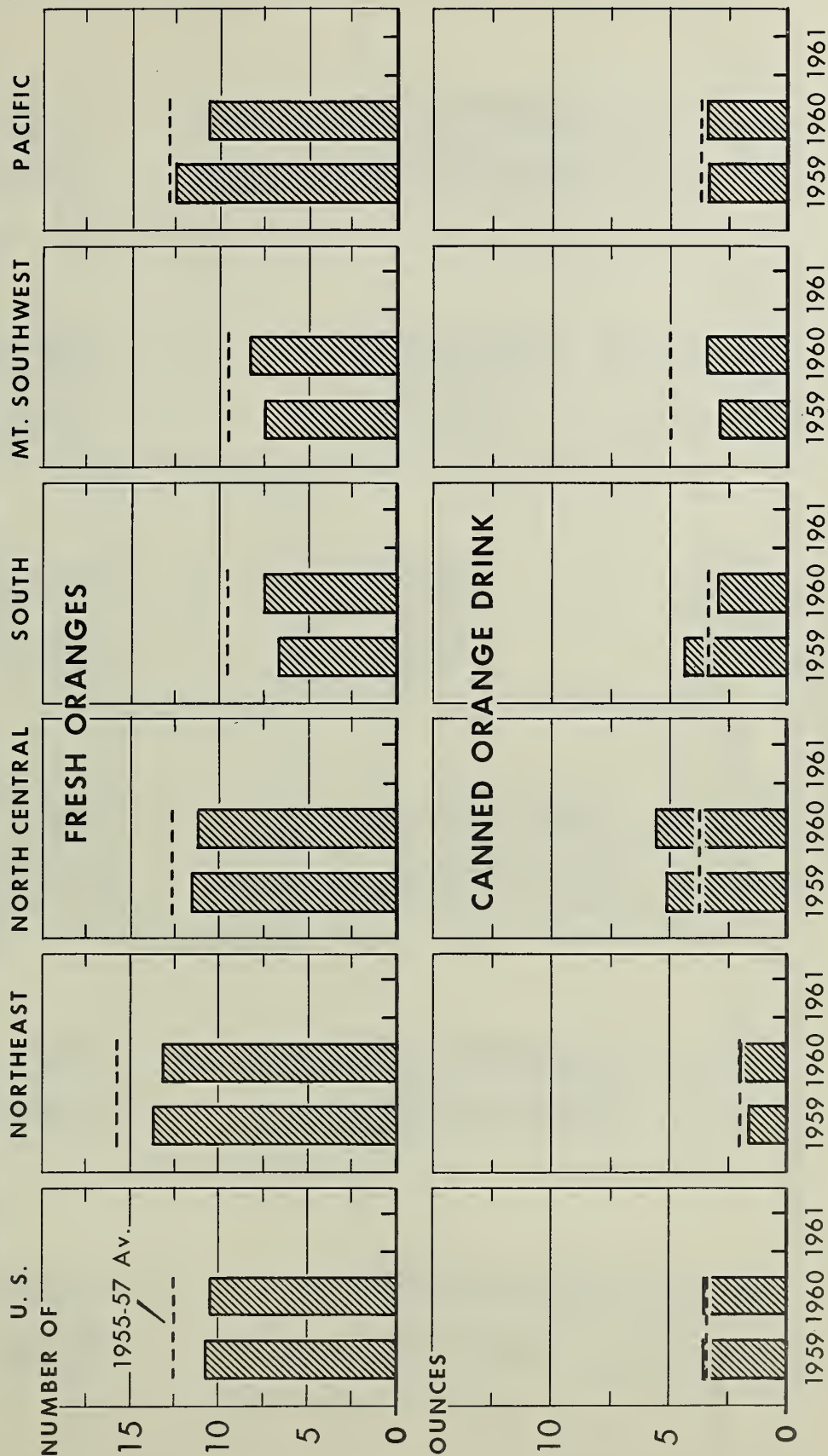
U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 7927-60(6) AGRICULTURAL MARKETING SERVICE

ORANGES

Household Purchases Per Person by Region, January-March Quarter



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 7928-60(6) AGRICULTURAL MARKETING SERVICE

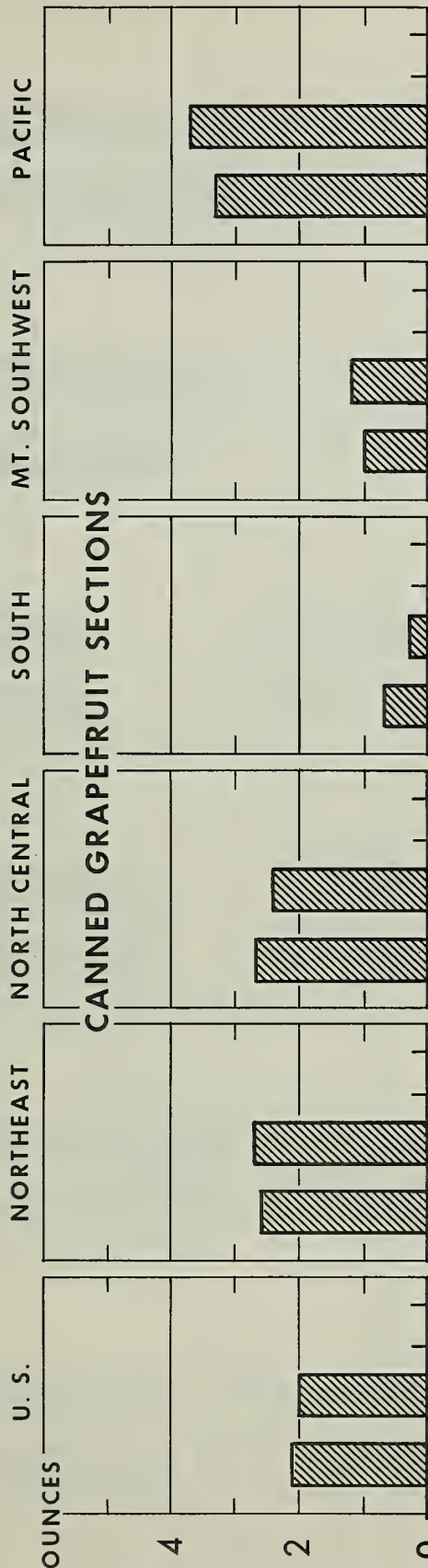
GRAPEFRUIT

Household Purchases Per Person by Region, January-March Quarter

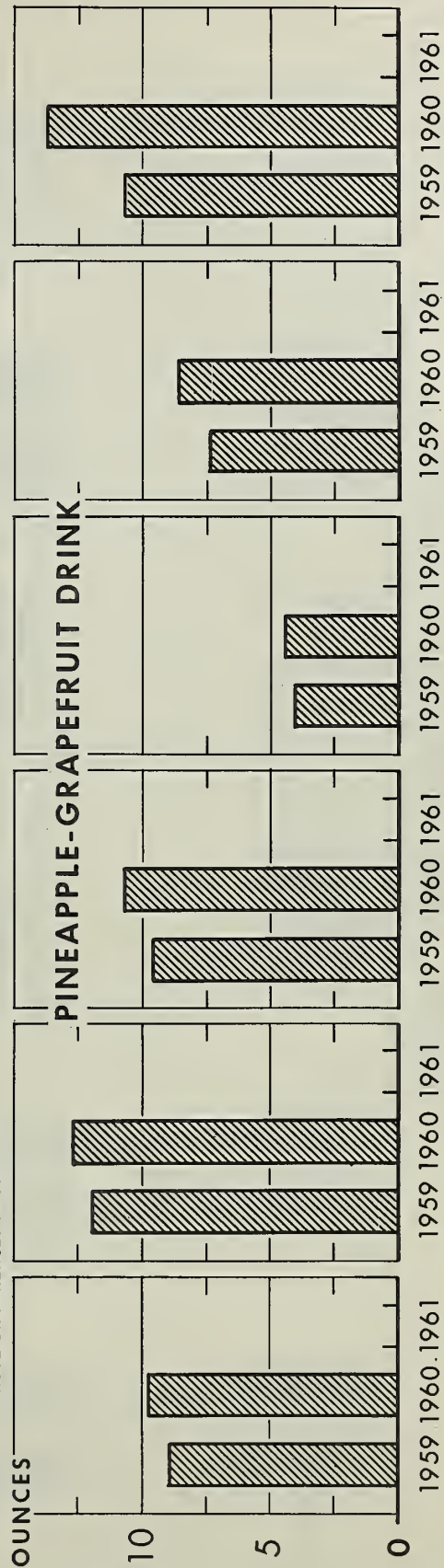


CANNED GRAPEFRUIT

Household Purchases Per Person by Region, January-March Quarter



NOTE DIFFERENCES IN SCALE



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 7930-60(6) AGRICULTURAL MARKETING SERVICE

PRUNE AND TOMATO JUICES

Household Purchases Per Person by Region, January-March Quarter



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7931-60(6) AGRICULTURAL MARKETING SERVICE

PINEAPPLE AND MISCELLANEOUS CANNED JUICES

Household Purchases Per Person by Region, January-March Quarter

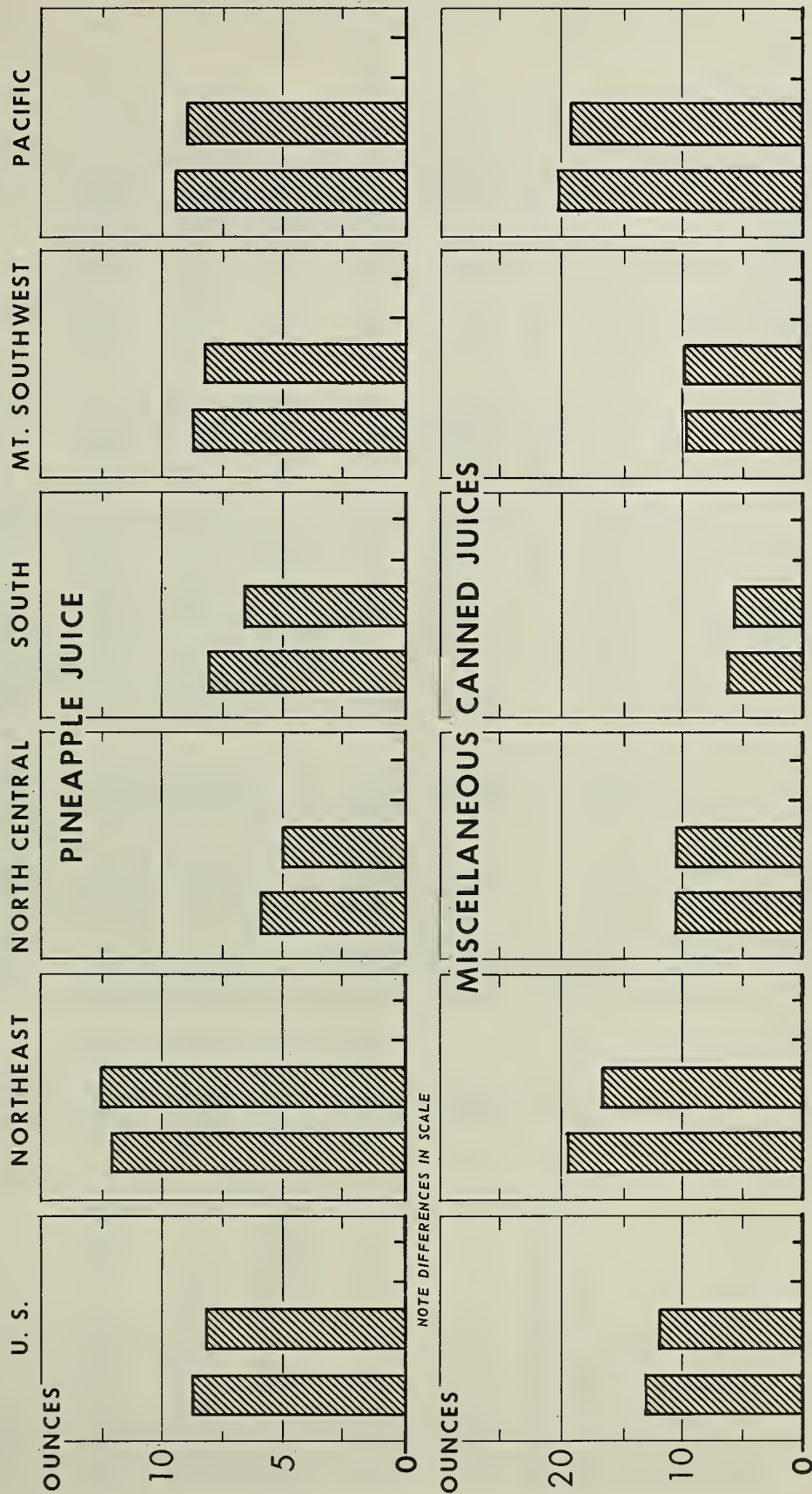


Figure 6

U.S. DEPARTMENT OF AGRICULTURE
NEG. 7932-60(6) AGRICULTURAL MARKETING SERVICE

Table 1. SUMMARY: Consumer purchases of selected fruits and juices, January-March 1960, with comparisons

Commodity	Unit	Purchases 1/					Percentage change from January-March 1959							
		United States	North-east	North-Central	South	Mountain-South-west	United States	North-east	North-Central	South	Mountain-South-west			
		:	:	:	:	:	:	:	:	:	:			
FROZEN CONCENTRATED JUICES:														
Orange	1,000 gallons	18,212	7,278	5,270	2,622	1,266	1,776	28	20	29	47	33	32	
Miscellaneous	do.	2,142	762	741	216	190	233	*	-8	10	13	-7	-8	
Total	do.	20,354	8,040	6,011	2,838	1,456	2,009	24	17	26	43	26	26	
CHILLED ORANGE JUICE														
	do.	6,755						2						
CANNED SINGLE-STRENGTH JUICES: 1,000 cases 2/														
Orange	do.	3,239	720	832	1,257	261	169	31	-4	46	58	11	56	
Grapefruit	do.	2,042	571	552	548	210	161	-1	-4	-11	15	14	-12	
Pineapple	do.	3,240	1,358	555	629	331	367	-5	5	-15	-17	-5	-3	
Prune	do.	2,008	977	342	324	190	175	5	4	14	8	-5	2	
Tomato	do.	6,080	2,145	1,566	786	736	847	-3	-2	-1	-15	8	-3	
Miscellaneous	do.	4,689	1,799	1,170	546	391	783	-7	-13	-1	-9	1	-4	
Total	do.	21,298	7,570	5,017	4,090	2,119	2,502	1	-3	2	6	4	-1	
CANNED SINGLE-STRENGTH DRINKS:														
Orange	do.	1,399	216	624	279	141	139	1	27	10	-31	25	4	
Pineapple-grapefruit	do.	3,901	1,371	1,200	428	341	561	13	6	14	10	17	31	
Miscellaneous fruit	do.	4,262	2,205	1,083	452	247	275							
Total	do.	9,562	3,792	2,907	1,159	729	975							
CANNED GRAPEFRUIT SECTIONS														
	do.	707	265	239	25	41	137	-3	6	-11	-55	14	14	
FRESH FRUIT:														
Oranges	1,000 boxes	8,556	2,947	2,589	1,461	681	878	3	*	2	16	16	-12	
Grapefruit	do.	7,580	2,310	2,657	963	787	863	5	-1	2	12	37	7	
Tangerines	do.	521	192	137	86	27	79	-35	-51	-12	-40	17	-5	

1/ Omission of entry indicates data are not available. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case, except canned grapefruit sections, 480 ounces per case.

* Less than 0.5 percent change.

Table 2. FROZEN CONCENTRATED ORANGE JUICE

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United: States:	North: east	North: Central	South	Mt. South: west	Pacific	Inde- pendent: stores	Nation- al chains	Region- al chains	Other outlets 1/
TOTAL PURCHASES:	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
Average 1955-57	16,677	6,997	4,658	2,156	1,198	1,668				
1959	14,242	6,069	4,085	1,788	953	1,347	4,695	4,710	4,517	320
1960	18,212	7,278	5,270	2,622	1,266	1,776	6,125	5,724	6,145	218
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1959	20.2	20.1	20.7	19.4	19.2	20.7	18.6	21.7	20.4	24.8
1960	22.7	22.2	23.8	23.8	19.5	23.3	21.3	24.7	22.9	17.8
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
Average 1955-57	103.0	158.6	100.9	55.6	71.8	102.8				
1959	84.5	130.7	86.0	44.3	55.6	77.8				
1960	106.3	155.3	108.8	63.7	73.4	100.9				
AVERAGE PRICE PAID PER 6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Average 1955-57	15.7	15.5	15.6	15.5	16.6	16.1				
1959	20.9	20.7	20.4	21.0	21.7	21.4	21.9	19.9	20.5	23.0
1960	18.1	17.7	17.8	17.6	19.6	19.1	18.9	17.1	17.9	21.6

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.
Omission of entry indicates data not available.

Table 3. MISCELLANEOUS FROZEN CONCENTRATED JUICES

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United: States:	North: east	North: Central	South	Mt. South: west	Pacific	Inde- pendent: stores	Nation- al chains	Region- al chains	Other outlets 1/
TOTAL PURCHASES:	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1959	2,145	824	673	191	205	252	681	654	668	142
1960	2,142	762	741	216	190	233	677	618	720	127
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1959	13.8	14.4	13.7	12.5	13.0	14.5	13.7	13.4	13.6	17.3
1960	14.9	14.8	15.2	15.7	13.8	14.9	14.1	14.2	15.1	22.8
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1959	12.7	17.8	14.2	4.8	12.0	14.5				
1960	12.5	16.2	15.3	5.3	11.0	13.2				
AVERAGE PRICE PAID PER 6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1959	19.7	19.4	19.8	20.4	21.5	18.6	20.7	18.9	19.7	18.7
1960	18.7	18.3	18.5	19.7	20.1	18.3	19.8	17.8	18.3	19.0

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.
Omission of entry indicates data not available.

Table 4. CHILLED ORANGE JUICE

Consumer purchases and prices paid by retail outlets, January-March 1960, with comparisons

January-March quarter	United States	Outlet				
		Independent stores	National chains	Regional chains	Other outlets	1/
TOTAL PURCHASES:	1,000	1,000	1,000	1,000	1,000	
	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	
1958	7,195	2,473	564	810	3,348	
1959	6,594	1,758	670	869	3,297	
1960	6,755	1,933	673	915	3,234	
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	
1959	37.3	36.6	40.9	36.2	37.3	
1960	38.6	37.3	39.9	37.6	39.3	
AVERAGE PRICE PAID PER QUART:	Cents	Cents	Cents	Cents	Cents	
1958	36.8	35.5	34.1	34.7	38.5	
1959	41.0	40.4	35.8	40.3	42.2	
1960	39.1	38.2	32.1	36.9	41.6	

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

Table 5. CANNED ORANGE JUICE

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	United States	Region					Retail Outlet				
		North- east	North- Central	South	Mt. South- west	Pacific	Inde- pendent stores	National chains	Regional chains	Other outlets	1/
TOTAL PURCHASES:	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	
Average 1955-57	3,564	865	963	1,113	339	284					
1959	2,464	753	571	796	236	108	1,219	660	532	53	
1960	3,239	720	832	1,257	261	169	1,589	821	727	102	
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	
1959	52.0	58.1	50.1	53.9	46.4	42.2	48.0	63.0	54.5	42.2	
1960	58.0	63.3	60.7	58.7	49.9	50.8	53.9	65.6	61.9	57.3	
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases					
Average 1955-57	22.0	19.6	20.9	28.7	20.3	17.6					
1959	14.6	16.2	12.0	19.7	13.8	6.2					
1960	18.9	15.4	17.2	30.5	15.1	9.6					
AVERAGE PRICE PAID PER 46 OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
Average 1955-57	32.4	31.5	32.1	31.2	34.7	36.0					
1959	42.2	40.0	43.4	41.4	45.1	47.1	43.7	39.3	41.9	43.0	
1960	36.8	35.0	35.8	36.9	38.0	42.2	37.7	34.8	36.6	39.0	

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. Omission of entry indicates data not available. Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 6. CANNED GRAPEFRUIT JUICE

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United: States:	North- east	North: Central	South	Mt. South- west	Pacific	Inde- pendent: stores	Nation- al chains	Region- al chains	Other outlets 1/
TOTAL PURCHASES:	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Average 1955-57	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>
1959	3,110	835	835	644	403	393	839	706	485	2/
1960	2,057	593	620	476	184	184	886	599	525	2/
AVERAGE SIZE OF PURCHASE:	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
1959	61.9	55.8	74.8	61.8	57.0	58.1	58.0	71.5	59.7	2/
1960	61.7	63.7	73.8	59.5	57.3	51.6	57.4	69.1	64.6	2/
PURCHASES PER 1,000 POPULATION:	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>				
Average 1955-57	19.2	18.9	18.1	16.6	24.2	24.4				
1959	12.2	12.8	13.1	11.8	10.7	10.6				
1960	11.9	12.2	11.4	13.3	12.1	9.1				
AVERAGE PRICE PAID PER 46-OUNCE CAN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Average 1955-57	25.9	25.2	25.6	25.0	26.8	27.2	35.3	32.2	33.0	2/
1959	33.8	33.3	32.1	33.9	34.7	36.8	33.6	30.0	31.9	2/
1960	32.1	30.2	32.5	31.8	32.7	35.2				

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

2/ Too few purchases reported for analysis.

Omission of entry indicates data not available.

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 7. PINEAPPLE JUICE

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United: States:	North- east	North: Central	South	Mt. South- west	Pacific	Inde- pendent: stores	Nation- al chains	Region- al chains	Other outlets 1/
TOTAL PURCHASES:	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
1958	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>
1959	4,160	1,298	650	754	348	378	1,342	867	1,156	63
1960	3,428	1,358	555	629	331	367	1,235	824	1,154	2/
AVERAGE SIZE OF PURCHASE:	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
1959	60.1	59.2	58.2	61.0	58.8	63.9	58.5	59.4	62.7	62.4
1960	60.9	62.1	59.5	56.8	57.6	69.8	60.9	61.0	61.1	2/
PURCHASES PER 1,000 POPULATION:	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>				
1959	20.3	28.0	13.7	18.7	20.3	21.9				
1960	18.9	29.0	11.5	15.3	19.2	20.8				
AVERAGE PRICE PAID PER 46-OUNCE CAN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1958	29.0									
1959	32.0	31.7	34.6	32.5	33.5	28.4	33.0	32.2	30.8	31.1
1960	31.4	30.4	34.0	32.4	34.2	26.7	32.4	31.1	30.4	2/

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

2/ Too few purchases reported for analysis.

Omission of entry indicates data not available.

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 8. PRUNE JUICE
Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United States	North- east	North- Central	South	Mt. South- west	Pacific	Inde- pendent stores	Nation- al chains	Region- al chains	Other outlets 1/
TOTAL PURCHASES:	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
Average 1955-57	2,100	1,118	392	260	179	151				
1959	1,909	936	301	300	200	172	728	462	683	36
1960	2,008	977	342	324	190	175	729	492	752	2/
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1959	38.8	38.3	33.6	39.5	47.9	37.5	36.9	38.4	41.7	35.8
1960	40.1	41.5	36.2	40.0	42.8	38.9	37.6	39.6	43.0	2/
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
Average 1955-57	13.0	25.3	8.5	6.7	10.7	9.3				
1959	11.3	20.2	6.3	7.4	11.7	9.9				
1960	11.7	20.8	7.1	7.9	11.0	9.9				
AVERAGE PRICE PAID PER 32 OUNCE BOTTLE:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Average 1955-57	32.7	30.8	34.7	33.8	35.4	32.6	43.6	41.1	41.7	42.1
1959	42.4	40.2	44.8	42.4	44.9	43.6	43.6	41.1	41.7	42.1
1960	43.4	40.8	44.8	44.5	47.5	44.3	45.1	42.1	42.2	2/

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

2/ Too few purchases reported for analysis. Omission of entry indicates data not available.
Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 9. TOMATO JUICE
Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United States	North- east	North- Central	South	Mt. South- west	Pacific	Inde- pendent stores	Nation- al chains	Region- al chains	Other outlets 1/
TOTAL PURCHASES:	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
Average 1955-57	5,892	2,067	1,504	801	610	910				
1959	6,257	2,184	1,585	930	683	875	2,573	1,569	2,002	113
1960	6,080	2,145	1,566	786	736	847	2,410	1,610	1,940	120
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1959	61.3	56.5	61.9	54.9	61.9	74.5	60.9	64.6	59.5	58.0
1960	60.1	56.9	60.2	50.6	64.1	71.0	59.0	66.3	57.1	58.8
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
Average 1955-57	36.4	46.8	32.6	20.7	36.6	56.0				
1959	37.1	47.0	33.4	23.1	39.9	50.6				
1960	35.5	45.7	32.3	19.1	42.7	48.2				
AVERAGE PRICE PAID PER 46 OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Average 1955-57	27.2	28.4	28.0	29.1	29.4	23.6	28.2	27.5	27.5	25.7
1959	27.7	29.0	28.3	30.2	28.6	23.5	28.2	27.5	27.5	25.7
1960	27.5	28.9	28.0	29.5	27.6	23.8	28.0	26.7	27.7	26.6

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. Omission of entry indicates data not available. Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 10. MISCELLANEOUS SINGLE-STRENGTH JUICES

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons^{1/}

January-March quarter	Region						Retail outlet			
	United States	North-east	North-Central	South	Mt. South-west	Pacific	Independent	National	Regional	Other outlets
							stores	chains	chains	2/
TOTAL PURCHASES:	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
1958	5,317	2,208	1,328	532	472	777	1,907	1,615	1,727	68
1959	5,058	2,064	1,186	603	389	816	1,933	1,279	1,779	67
1960	4,689	1,799	1,170	546	391	783	1,736	1,158	1,735	60
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1960	40.3	41.0	39.1	33.0	36.9	48.8	40.3	40.6	40.5	34.3
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
1959	30	45	25	15	23	47				
1960	27.4	38.4	24.1	13.3	22.7	44.5				
AVERAGE PRICE PAID PER 46 OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1960	37.2	35.5	37.5	35.5	41.6	37.5	38.6	36.2	36.6	30.1

^{1/} Total 1958 and 1959 purchases revised January 1960. Purchases per 1,000 population for 1959 adjusted accordingly.

^{2/} Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. Omission of entry indicates data not available. Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 11. TOTAL SINGLE-STRENGTH JUICES

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons^{1/}

January-March quarter	Region						Retail Outlet			
	United States	North-east	North-Central	South	Mt. South-west	Pacific	Independent	National	Regional	Other outlets
							stores	chains	chains	2/
TOTAL PURCHASES:	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
1958	25,303									
1959	21,173	7,828	4,913	3,859	2,040	2,533	8,634	5,543	6,637	359
1960	21,298	7,570	5,017	4,090	2,119	2,502	8,585	5,504	6,833	376
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1960	52.2	51.5	52.5	50.0	51.5	56.6	51.1	55.1	51.6	50.4
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
1959	125	170	102	95	120	146				
1960	124.3	161.5	103.6	99.4	122.8	142.1				

^{1/} Total 1958 and 1959 purchases revised January 1960. Purchases per 1,000 population for 1959 adjusted accordingly.

^{2/} Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. Omission of entry indicates data not available. Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 12. CANNED ORANGE DRINK

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United States	North- east	North- Central	South	Mt. South- west	Pacific	Inde- pendent stores	Nation- al chains	Region- al chains	Other outlets
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>
Average 1955-57	1,232	202	401	297	193	139				
1959	1,387	170	567	403	113	134	600	329	422	2/
1960	1,399	216	624	279	141	139	650	235	494	2/
AVERAGE SIZE OF PURCHASE:	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
1959	67.7	72.7	69.1	61.8	72.5	70.4	65.6	69.9	70.3	2/
1960	72.4	74.7	75.2	64.9	68.5	80.2	71.1	73.1	73.9	2/
PURCHASES PER 1,000 POPULATION:	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>				
Average 1955-57	7.6	4.6	8.7	7.6	11.5	8.6				
1959	8.2	3.7	11.9	10.0	6.6	7.7				
1960	8.2	4.6	12.9	6.8	8.2	7.9				
AVERAGE PRICE PAID PER 46-OUNCE CAN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Average 1955-57	27.8	28.2	27.9	28.2	27.3	27.6				
1959	31.0	31.3	30.7	31.3	31.8	30.3	31.4	31.0	30.4	2/
1960	30.9	31.5	30.5	31.1	32.4	29.5	30.9	30.6	30.9	2/

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

2/ Too few purchases reported for analysis

Omission of entry indicates data not available. Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 13. PINEAPPLE-GRAPEFRUIT DRINK

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United States	North- east	North- Central	South	Mt. South- west	Pacific	Inde- pendent stores	Nation- al chains	Region- al chains	Other outlets
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>cases</u>
1958	2,272									
1959	3,455	1,292	1,054	388	292	429	1,307	768	1,311	2/
1960	3,901	1,371	1,200	428	341	561	1,544	1,050	1,263	2/
AVERAGE SIZE OF PURCHASE:	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
1959	69.2	67.1	72.5	60.1	65.2	78.1	65.8	70.1	71.6	2/
1960	78.9	75.8	81.1	67.1	77.3	89.6	80.5	80.0	76.4	2/
PURCHASES PER 1,000 POPULATION:	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>				
1959	20.5	27.8	22.2	9.6	17.1	24.8				
1960	22.8	29.3	24.8	10.4	19.8	31.8				
AVERAGE PRICE PAID PER 46-OUNCE CAN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1958	29.8									
1959	30.1	29.9	30.5	31.6	31.5	28.1	30.7	29.7	29.7	2/
1960	28.9	28.6	29.5	31.1	30.4	26.3	28.7	29.1	29.0	2/

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

2/ Too few purchases reported for analysis.

Omission of entry indicates data not available. Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 14. MISCELLANEOUS CANNED FRUIT DRINKS

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United States:	North- east	North- Central	North- South	South- west	South- Pacific	Inde- pendent	Nation- al	Region- al	Other outlets
	:	:	:	:	:	:	stores	chains	chains	1/
TOTAL PURCHASES:	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
1960	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
	4,262	2,205	1,083	452	247	275	1,349	1,174	1,725	2/
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1960	62.6	63.8	62.8	60.6	59.5	62.1	60.8	64.0	63.5	2/
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
1960	24.8	47.0	22.3	11.0	14.3	15.6				
AVERAGE PRICE PAID PER 46 OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1960	35.4	35.5	34.9	37.0	35.9	33.8	36.0	35.3	34.9	2/

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

2/ Too few purchases reported for analysis. Data first available in 1960. Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 15. TOTAL CANNED FRUIT DRINKS

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United States:	North- east	North- Central	North- South	South- west	South- Pacific	Inde- pendent	Nation- al	Region- al	Other outlets
	:	:	:	:	:	:	stores	chains	chains	1/
TOTAL PURCHASES:	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
1960	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
	9,562	3,792	2,907	1,159	729	975	3,543	2,459	3,482	78
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1960	70.0	68.1	72.0	63.9	68.1	78.0	70.1	71.2	69.2	65.2
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
1960	55.8	80.9	60.0	28.2	42.3	55.3				

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. Data first available in 1960. Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 16. FRESH ORANGES

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United: States:	North: east	North: Central	South	Mt. South: west	Pacific	Inde- pendent: stores:	Nation- al chains:	Region- al chains:	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Average 1955-57	10,138	3,503	2,932	1,852	790	1,061				
1959	8,336	2,956	2,531	1,263	586	1,000	3,200	2,088	2,204	844
1960	8,556	2,947	2,589	1,461	681	878	3,395	1,937	2,374	850
AVERAGE SIZE OF PURCHASE:	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of
1959	12.7	11.2	13.3	13.0	11.5	14.9	12.1	12.9	12.1	17.5
1960	12.6	11.1	13.0	13.2	12.4	14.0	12.3	12.3	11.8	18.3
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
Average 1955-57	62.2	78.8	63.2	47.2	47.0	65.5				
1959	49.5	63.7	53.3	31.2	34.2	57.6				
1960	49.9	62.9	53.4	35.5	39.5	49.9				
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Average 1955-57	41.3	47.3	44.8	31.6	40.5	39.2	47.5	47.5	48.9	39.4
1959	47.0	54.9	47.4	40.7	48.7	40.1	49.4	49.5	51.8	42.1
1960	49.3	57.0	50.9	40.4	46.1	46.8				

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. Omission of entry indicates data not available.

Table 17. FRESH TANGERINES

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United: States:	North: east	North: Central	South	Mt. South: west	Pacific	Inde- pendent: stores:	Nation- al chains:	Region- al chains:	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Average 1955-57	1,636	744	475	284	60	73				
1959	796	391	155	144	23	83	385	76	176	159
1960	521	192	137	86	27	79	241	60	118	102
AVERAGE SIZE OF PURCHASE:	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of
1959	11.5	11.5	11.8	14.8	7.3	9.9	11.4	11.1	10.4	14.1
1960	10.6	9.6	12.7	12.3	9.2	9.2	10.4	9.1	9.3	14.7
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
Average 1955-57	10.1	16.9	10.3	7.3	3.6	4.5				
1959	4.7	8.4	3.3	3.6	1.3	4.8				
1960	3.0	4.1	2.8	2.1	1.5	4.5				
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Average 1955-57	30.4	32.8	28.0	24.1	39.7	40.8	37.3	42.7	40.2	31.6
1959	37.5	37.4	36.7	30.1	51.9	44.4	46.9	51.5	50.7	37.3
1960	46.4	51.2	44.7	36.5	51.4	49.6				

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. Omission of entry indicates data not available.

Table 18. FRESH GRAPEFRUIT

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United: States:	North- east	North- Central	South	Mt. South- west	Pacific	Inde- pendent: stores	Nation- al chains	Region- al chains	Other outlets 1/
TOTAL PURCHASES:	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Average 1955-57	7,832	2,422	2,872	1,022	725	790				
1959	7,206	2,345	2,617	861	576	807	2,616	2,086	1,871	633
1960	7,580	2,310	2,657	963	787	863	2,807	1,932	2,150	691
AVERAGE SIZE OF PURCHASE:	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of
1959	5.9	5.1	6.6	5.8	6.1	6.2	5.6	6.4	5.7	7.3
1960	5.9	4.7	6.4	5.7	6.7	6.7	5.5	6.2	5.6	8.3
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
Average 1955-57	48.4	54.9	62.3	26.3	43.4	48.7				
1959	42.7	50.6	55.1	21.3	33.6	46.6				
1960	44.3	49.3	54.9	23.4	45.6	49.0				
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Average 1955-57	76.3	86.8	71.8	70.7	75.6	75.9				
1959	83.3	92.6	77.4	77.7	85.5	84.8	86.3	81.2	82.4	79.2
1960	84.4	102.2	82.5	81.9	74.7	74.9	85.7	83.9	85.3	77.4

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. Omission of entry indicates data not available.

Table 19. CANNED GRAPEFRUIT SECTIONS

Consumer purchases and prices paid by regions and retail outlets, January-March 1960, with comparisons

January-March quarter	Region						Retail outlet			
	United: States:	North- east	North- Central	South	Mt. South- west	Pacific	Inde- pendent: stores	Nation- al chains	Region- al chains	Other outlets 1/
TOTAL PURCHASES:	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
1958	872	371	248	84	52	117	310	317	239	2/
1959	731	250	269	56	36	120	286	221	217	2/
1960	707	265	239	25	41	137	228	275	198	2/
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1959	35.5	33.2	39.2	33.4	35.3	34.3	33.8	40.0	34.8	2/
1960	36.7	36.1	38.1	33.6	34.9	37.1	33.5	43.7	34.1	2/
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
1958	5.2	8.1	5.3	2.1	3.0	6.9				
1959	4.3	5.4	5.7	1.4	2.1	6.9				
1960	4.1	5.7	4.9	.6	2.4	7.8				
AVERAGE PRICE PAID PER No. 303 can:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1958	19.2	18.5	18.9	19.4	20.2	20.6	20.9	17.9	18.9	2/
1959	20.6	19.7	20.2	21.2	20.9	22.0	21.8	19.2	20.6	2/
1960	20.3	19.1	19.8	21.3	21.1	21.6	22.1	18.6	20.5	2/

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

2/ Too few purchases reported for analysis. Omission of entry indicates data not available. Equivalent cases of 24 No. 2 cans...480 ounces per case.

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